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"Superb" Strawberries. Photo taken September 15th

# STRAWBERRIES

## FOR GARDEN AND FARM

A Select List Including

*"SUPERB"*

The Best of the Everbearers, and

*"CAMPBELL'S EARLY"*

The One really good money-making Early Variety  
A New One---Try It

Buy Fine, Healthy, Clean-Rooted True-to-Name Plants from

**WILLARD B. KILLE**

R. F. D. No. 2

SWEDESBORO, N. J.

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## TO MY PATRONS, GREETINGS:

I thank one and all for their liberal patronage of the past and for their many kind words of encouragement. I appreciate them all. My aim is to send out just the kind of plants I like to receive myself when I purchase from others, and I strive to make every customer a satisfied customer. As in the past I offer a few varieties only. A long list is confusing. I try to select the best and feel sure you will be pleased with any or all of the varieties listed herein. Order just as soon as convenient after receiving this and thus make certain of getting just the varieties you want. A word to the wise is sufficient.

## PLANTS BY PARCEL POST.

We ship thousands of plants by Parcel Post with very gratifying success. Where 100 to 300 plants are desired this is the most satisfactory way to send them. Larger quantities should go by express. When packed for shipment 100 plants weigh approximately 4½ lbs. Prices given do not include postage or transportation charges. When sending your remittance ask your postmaster what it will cost to send a 4½ lb. package of plants from Swedesboro, N. J., to your office, and then add that to the amount you are sending for plants. For the first two zones the postage on 100 plants is 9c. Where postage is not included plants will be sent by express, charges collect.

Prices are for spring delivery only. April is the proper time to plant.

Terms:—Cash with order.

Reference:—First National Bank, Pedricktown, N. J.

## Free Bulletin:—

So much interest in Everbearing Strawberries has developed that the U. S. Department of Agriculture has issued a special bulletin on them. This tells about their desirability, and gives full cultural directions. Write the Division of Publications, U. S. Dept. of Agriculture for Farmers' Bulletin No. 901 on "Everbearing Strawberries," and a copy will be sent you absolutely free.

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## EVERBEARING STRAWBERRIES.

The wonderbul performance during the past 6 years of this new race of strawberries has made them the favorites with strawberry growers everywhere. No other berries have ever been able to fill the place these berries are now filling. Once tried no lover of good fruit desires to be without them. Six years ago they were considered a novelty. Some even doubted that they would fruit out of the regular strawberry season. Now the doubters have become convinced and the Everbearing Strawberry is considered so valuable by the Home Gardener and occupies such a large space in his garden that few other varieties of strawberries will be considered worthy of a place beside them.

Our first experience with the Everbearers was in 1911. We bought some Superb plants of the originator at 50 cents each, and although they were supposed to fruit in the summer and fall the same season set we felt rather skeptical. When berries began to ripen in July on these Superb plants while all others on the farm gave no fruit whatever we became convinced that they really must be something different from anything we had ever had before. As the season advanced and the large luscious berries came on more and more plentiful our doubts vanished and we began to get enthusiastic. This enthusiasm could hardly be kept within bounds as we watched those Superb plants continue to produce large, beautiful berries until about Nov. 10th. The next spring we re-set all the Superb plants we had. Their performance during 1912 was even more wonderful than the previous season. We had berries for Thanksgiving. The spring of 1913 we re-set all the plants we had except a few small lots sent out to interested growers in other sections to see how they would do under different conditions of soil, climate, and treatment. The reports that came back were wonderful and practically all of the plants we could spare in 1914 were sold to these people and their neighbors, simply as a result of the small lots sent out the year before. Very little advertising was necessary. The plants sold strictly on their merits and brought many new buyers by their performance in the hands of growers in various sections of the country. Since 1913 we have not been able to supply the demand for plants. Each year

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we have had to return late orders unfilled. Yet we have increased the output to such an extent that for the last two years our sales of the Superb variety of Everbearers alone have been nearly *three million plants* and the demand still grows.

If you want an ideal strawberry garden plant the Everbearers. There are many varieties. We keep testing the new ones and discard all but the best. This year we list the two best thoroughly tested varieties with one other for trial. Superb and Progressive both do well in this section. Farther South the Progressive gives best results. For northern growers we recommend Superb as the best, with Progressive a good second. Peerless is a very promising new one for trial in Middle and Northern states.

When planning your strawberry garden remember the Everbears planted in April and May commence fruiting in July *the same season set* and continue until freezing weather. No need to wait 15 months for results. Plant Everbearers this Spring and gather a fine crop of delicious berries before snow flies.

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### “SUPERB”

This is the leading Everbearing variety which is so rapidly coming to the front as one of the greatest berries ever introduced. If limited to one variety of strawberries Superb would be my choice. Superb produces large luscious berries in abundance on parent plants and some of the first set runners the first year planted and keeps bearing until freezing weather.

It gives an immense spring crop, about twice as many berries as the average yield from standard sorts and it certainly seems to be dependable. It combines good shipping quality with a mild flavor, thus making it popular for either the Commercial Grower or Home Gardener. It is a delicious table berry that can be enjoyed by people with delicate stomachs, to whom an acid berry would be an objection. The fruit ripens uniformly from cap to tip. They have no green points. The blossoms are perfect and have an abundance of pollen which insures a good set of fruit. No garden is complete without a large bed of Superb.

**Price—100 Plants \$1.00; 500 Plants \$3.50; 1,000 Plants \$6.00**

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### ✓ **"PROGRESSIVE"**

This very popular Everbearing variety is a worthy running mate for Superb. Progressive gives the greatest number of berries in the fall. It fruits continuously on both parent plants and newly set runners and while the berries are not quite as large as Superb the number is greater and are so sweet and good that they make this variety a great favorite for the Home Garden. The demand for plants of this variety is great.

**Price—100 Plants \$1.25; 500 Plants \$4.50; 1,000 Plants \$8.00**

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### ✓ **"PEERLESS"**

This new and very expensive Everbearing variety we have grown two seasons. We think it very promising indeed. The Peerless was originated by Mr. Samuel Cooper, of New York. Mr. Cooper is a very honorable man and his statements can be relied upon. He originated Superb and he considers Peerless the superior of Superb as a fall bearer and much ahead as a spring cropper. Our own short trial confirms his opinion. If Peerless should prove superior to Superb in other sections as it has on Mr. Cooper's own place it will be one of the most popular berries ever introduced.

Last year, with the exception of a few plants sold at 50 cents each, we saved most of our Peerless plants at home for propagating purposes. This year we have a larger stock and can offer them to our customers at a more reasonable figure. We strongly recommend them for trial.

**Price—50 Plants \$1.50; 100 Plants \$2.50**

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### **"CAMPBELL'S EARLY"**

**The Best First Early Variety.**

We had the privilege of being the first to offer this valuable berry to the public. It has made good in every way. Growers have long desired a really good first early strawberry. The Campbell's Early fills this desire. We tried practically all of the prom-

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ising new early berries as they appeared but none of them proved to be *real money makers* until we found this one. Campbell's Early is not an everbearer. It fruits in the spring only, but it ripens very early and comes on before the everbearers start. By having Campbell's Early to start the season and Superb and Progressive to continue it anyone in this climate can have ripe strawberries for the table from May 20th to November 20th each year. In an early season the Campbell's Early will ripen here by the 10th of May. Farther north the time of ripening would be a few days later. The Campbell's Early is primarily a commercial grower's berry. Large growers should plant acres of it. The Home Gardener will prize it because it gives the first good berries of the season and he should give it about one-third the space devoted to the everbearers.

### **Description.**

Plants are large and strong, very vigorous, deep rooted and will make a good bed on sandy soil. Blossoms are perfect. Fruit ripens very early and crop is sold before the glut of mid-season berries comes on. The yield is large and dependable. Berries are attractive, sell well and run medium to large in size. Few extra large ones and practically no worthless nubbins. Not as firm as Gandy but firm enough to carry well for distant shipping. Good table berry, with just enough acid to give it a good berry flavor. The *one* early berry you have been looking for.

**Price—100 Plants \$1.00; 500 Plants \$3.00; 1,000 Plants \$5.00**

**Special Prices on Large Lots.**

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### **"LUPTON"**

**New Variety Which Promises to Replace Gandy  
and Chesapeake.**

This new variety comes from Cumberland County, near the home of the Gandy. We have been watching this berry closely for the past two seasons and are convinced it has a great future

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as a Commercial shipping berry to be planted by most growers in place of Gandy or Chesapeake. Gandy is often a shy bearer. Chesapeake is hard to grow on most soils without irrigation. Lupton appears to do uniformly well under ordinary conditions. Some of our largest commercial growers claim they can grow just as fancy berries by planting Lupton and giving ordinary treatment as can the specialist who grows the Chesapeake under irrigation. That is a pretty big claim as anyone knows who has seen fancy Chesapeake berries grown under irrigation, but at the same time it is not far from a fact. The Lupton ripens a few days ahead of the Gandy and will hold on the vines a long time. It is a strong grower, has perfect blossoms and makes a good bed of plants. It gives tremendous yields of large beautiful berries. As a shipping berry it is unexcelled. It can be shipped a longer distance probably than any other berry and will reach its destination in almost perfect shape. This feature alone will make the Lupton a favorite with growers living at some distance from their markets.

**Price—100 Plants \$1.00; 500 Plants \$3.50; 1,000 Plants \$6.00**

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### **“NELLIS TRIUMPH”**

This new Seedling originated in North Jersey by J. H. Nellis was introduced last year for the first time. In a block of 32 varieties on the originator's place this new berry gave by far the heaviest yield of any variety. It is a vigorous grower showing a remarkable propensity to bear fruit.

The Nellis is suitable for those who want a medium early variety and who have a rich soil. It will not succeed on poor soil as the foliage will not be heavy enough to protect the great crop of fruit.

**Price—100 Plants \$1.00**

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## **"MATTHEWS"**

This new early berry is attracting unusual attention at this time, especially among growers in Maryland. It gives promise of being worthy of replacing the Klondyke which has long held first place as a standard early variety for the Commercial Grower in Southern States. If you grow berries commercially and have succeeded in the past with Klondyke, I would strongly recommend the Matthews. Not so desirable for Home Gardens as Campbell's Early.

**Price—100 Plants \$1.00; 500 Plants \$3.50; 1,000 Plants \$6.00**



## **Asparagus Roots**

Gloucester County produces some of the finest asparagus grown in New Jersey. It took long years of trial to convince growers that the production of fancy asparagus was not alone the result of rich soil and high feeding. *It is chiefly in the breed.* A poor strain of asparagus is dear at a gift while a superior strain is cheap at most any price. We have been growing asparagus over 15 years and know by experience that the above is true. This spring we are going to plant a new bed and have grown our own roots. We are acquainted with the best growers here and secured our seed from what we believe to be the best beds of asparagus in the County. Some of this seed cost us \$5.00 a lb. but we would have paid more if necessary to secure it. We sowed a good sized plot and find we have more roots than we will need for our own use. We offer you the surplus.

**Price—100 Roots \$1.00; 1,000 Roots \$6.00**

**These Roots Should Be Shipped By Express**

